

Landmark/Van Dorn Area Plan

Building Community in Alexandria's West End

Vision

City of Alexandria Department of Planning and Zoning
January 28, 2008

Why a New Planning Process Now?

- Philosophy of in-depth community participation in developing ideas and recommendations.
- Changing markets for residential and office use.
- Rethinking by GGP at Landmark Mall.
- Economic Sustainability Task Force recommendations.
- Transportation Task Force recommendations.



Braddock Walking Tour



Caen Twisto

What We Heard

Issues and Challenges

- Pedestrian access throughout the area and to the mall – unsafe, inconvenient because of terrain, few crossings.
- Places we like – Rosslyn, Ballston, Clarendon, Pentagon Row, Bethesda, Silver Spring, Seattle, Reston Town Center have activity and energy on the street; walkability, convenient parking, an attraction.
- Traffic congestion, both locally and regionally, is problem in getting to, from, through the area.



Crossing Duke Street



Reston Town Center

What We Heard

Issues and Challenges

- The declining sales at Landmark Mall are an economic and fiscal issue of citywide significance.
- Keeping small local businesses with redevelopment.
- Affordable housing vs. higher-end retail.
- What do we do if no one redevelops?
- Infrastructure – make sure utilities can handle the development.
- Affordable housing – don't tear down what we have to build something new with a small affordable part.

What We Heard

Ideas and Opportunities

- Develop an attraction: aquarium, ice rink, open space, performing arts, hotels; or a retail destination: Orvis, Wegmans, Walmart.
- It's more than just Landmark Mall, there are other opportunities that can proceed.
- Public art can support development.
- Public parking garages have supported other revitalizations (Silver Spring, Bethesda)
- Build the community on the little streets we live on – Duke and Van Dorn are the way to get through.

What We Heard

Ideas and Opportunities

- Juvenile detention site may be an opportunity.
- Smaller shuttle buses for circulation within the area.
- GGP has Sears as a tenant at other malls, can influence their actions here.
- Anchor stores are not as important as before.
- What financial incentives can be provided?

City Council Strategic Plan

Alexandria Vision 2015

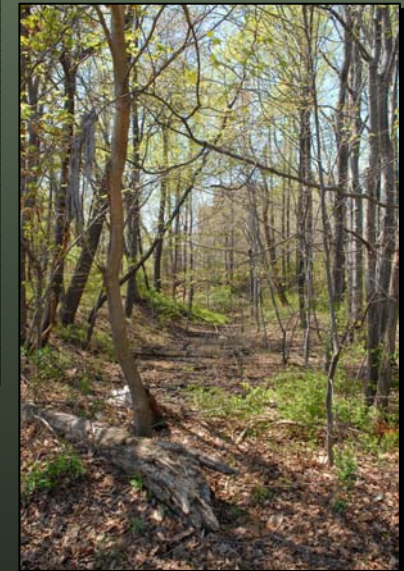
“Alexandria 2015 is a vibrant, diverse, historic and beautiful city with unique neighborhoods and multiple urban villages where we take pride in our great community.”



Market Square Farmers Market

Council Vision – Seven Principles

- Vibrant
- Diverse
- Historic
- Beautiful
- Unique neighborhoods
- Urban villages
- Great community



Diverse

- People welcome and encourage differences.
- The history and heritage of different cultures are celebrated.
- Neighbors take care of neighbors.
- People have a choice of housing opportunities for a variety of income and age levels, and for workers in Alexandria.
- People want to and are able to continue to make Alexandria their home throughout their lives.

Urban Villages

- A variety of mixed-use developments that provide places to live, work, shop and recreate.
- Integrated with nearby neighborhoods.
- Small-town “main street” feeling with community gathering places.
- Pedestrian-friendly designs.
- Transit-oriented designs.
- Parks, trails and green spaces are incorporated in the urban center.
- Convenient retail shops and restaurants serving residents and attracting others.

- EEK - Planning and Design

Town Centers Tour – March 1

- Multi-use town centers: Reston Town Center
- “Lifestyle Centers” – Fairfax Crossing or Washingtonian
- Redeveloped downtowns: Silver Spring, Bethesda
- Mixed-use nodes: Clarendon Market Common
- Neighborhood retail on and across arterial streets: Connecticut Avenue



Silver Spring



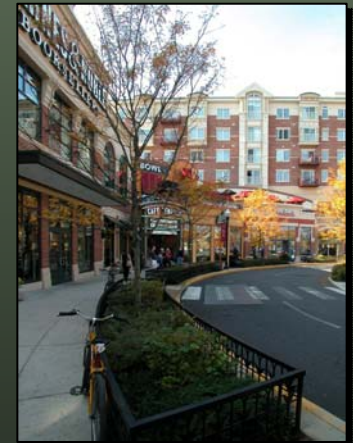
Reston Town Center

Town Centers Tour - Things to Look For

- Use mix and relationships: regional and neighborhood retail, residential, office, theater, restaurant.
- Parking solutions.
- Access: car, bus, Metro, walking.
- Open space.
- Blocks, pedestrian circulation.
- Street width in relation to building height.
- Relation to adjacent neighborhoods.



Reston Town Center



Clarendon Market Common